SEO ANALYSIS & STRATEGY: THE SHAWARMA GUYS

Authentic Middle Eastern cuisine in San Diego

theshawarmaguys.com

Strategy for local search dominance

Business Snapshot: Scaling

THE SHAWARMA GUYS

LOCATIONS

Three strategic locations: La Mesa, Mira Mesa, South Park

SERVICES

Dine-in, online ordering, and event catering

OPERATING MODEL

Daily 11 AM – 9 PM

DIGITAL FOOTPRINT

WordPress, Elementor, and social integration

3

SAN DIEGO LOCATIONS

La Mesa · Mira Mesa · South Park

Target Audience & Value Proposition

WHO WE SERVE

Primary Audience

Local San Diego food enthusiasts

Secondary Audience

Corporate event planners and party hosts

VALUE PROPOSITION

Unique Strengths

Authentic recipes, multi-location accessibility

Market Positioning

High-quality casual dining ($$)

Keyword Strategy: Capturing Local Intent

PRIMARY

"Shawarma San Diego", "Middle Eastern food near me"

LONG-TAIL

"Shawarma catering San Diego", "Best lunch La Mesa"

LOCATION-SPECIFIC

Geo-modified terms for each neighborhood

TARGET INTENT

High-Intent

Transactional Queries

Prioritizing searches with clear purchase or visit intent — "order," "near me," "catering" — over broad informational terms.

On-Page SEO: Optimizing for Clarity

- Title tags and meta descriptions per location
- H1/H2 hierarchy for semantic relevance
- Strategic keyword placement in headers
- Conversion-focused copy for catering and menus

Technical SEO & Architecture

- WordPress & Elementor stack optimization
- Mobile-responsive design for on-the-go diners
- Page speed optimization for Smart Slider 3
- Clean URL structure and logical navigation

Structured Data: Powering Rich Results

- Restaurant schema for each physical location
- Organization and WebSite schema implementation
- BreadcrumbList for improved crawlability
- Explicit markup for hours, menu, and geo-coordinates

// JSON-LD SAMPLE


```
{
 "@type": "Restaurant",
 "name": "Shawarma Guys",
 "servesCuisine": "Middle Eastern",
 "address": {
  "addressLocality": "La Mesa"
 },
 "openingHours": "Mo-Su 11:00-21:00",
 "geo": {
  "latitude": 32.7678,
  "longitude": -117.0231
 },
 "menu": "https://theshawarmaguys.com/menu"
}
```

Local SEO: Dominating

Three storefronts, one unified local footprint

01 Google Business Profile optimization per site

02 Consistent NAP (Name, Address, Phone) across web

03 Building local citations and directory presence

04 Geo-targeted landing pages for neighborhood SEO

La Mesa · Mira Mesa · South Park

Internal Linking & URL Structure

01 Hierarchical URL paths for easy navigation

02 Breadcrumb navigation for UX and indexing

03 Strategic linking: Menu → Locations → Contact

04 Catering page linked from high-traffic hubs

Content Strategy:

- Dedicated menu pages for each location
- Catering-specific landing pages with lead forms
- Blog: Food stories, recipes, and neighborhood guides
- Content mapped to the customer journey

Media Optimization for Performance

Alt Text Strategy

Accessibility and SEO for every shawarma photo

Image Compression

Faster load times across all three locations

Lazy Loading

Deferred rendering for slider assets

Visual Storytelling

Photos that drive engagement and appetite

Optimized media keeps mobile diners scrolling, not waiting.

Social Signals & Brand Authority

@shawarmaguys_ · Facebook

01 Instagram and Facebook integration

02 Social signals as a trust indicator for search

03 Driving traffic from social to website

04 Consistent brand voice across all channels

94

of diners check social proof before choosing a restaurant

SEO Strengths: What's Working

01

Robust use of rich schema markup

02

Effective multi-location page architecture

03

Strong mobile-first user experience

04

Active social presence and brand identity

Recommendations & Next Steps

- Expand blog content for long-tail keywords
- Implement proactive review acquisition strategy
- Enhance schema for event-based catering
- Optimize Core Web Vitals for mobile speed